



Office of the City Manager

CONSENT CALENDER

November 12, 2013

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Scott Ferris, Director, Parks Recreation & Waterfront

Subject: Grant Application: W.K. Kellogg Foundation for a Family Engagement Grant

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to submit a grant application to the W.K. Kellogg Foundation for a Family Engagement Grant in the amount of \$300,000; to accept the grant; to execute any resultant revenue agreements and amendments; and authorizing the implementation of the projects and appropriation of funding for related expenses, subject to securing the grant, and authorizing \$60,000 in General Funds as match.

FISCAL IMPACTS OF RECOMMENDATION

The total amount for the proposed Building Blocks to Bridge Berkeley's Achievement Gap Program is \$360,000 over 3 years. The grant requires a 20% cash match. Funding in the amount of \$300,000 would be provided by the Kellogg Foundation Grant and the remaining \$60,000 is available in the Parks Department's General Fund (010-5801-450-30-38). The grant funding cycle is for three years, from July 1, 2014 through June 30, 2017. This grant application has been entered into the City's contract management database and assigned CMS No. QZ1HS.

The annual appropriation of the each fiscal year's grant funds and the grant matches will be included in the Adopted Annual Appropriations Ordinances.

The proposed program involves the following items. Consultants will provide trainings to childcare and social service providers at a cost of \$40,000 per year for three years. An existing part-time Recreation Activity Leader will assist with family outreach and staffing the one-stop shop at 50% time. A student intern will provide general program support in the area of curriculum and assessment activities for 10 hours per week. An outside evaluator will collect data and assess the program for indicators of success for \$25,000 a year for three years.

Family Engagement Grant		Funding		
	Program Element	3-Year Cost	Kellogg	City
1	Consultants for Provider Trainings	\$120,000	\$120,000	\$0
2	Part-time Recreation Leader (0.5 FTE)	\$105,469	\$100,469	\$5,000
3	Student Intern (0.25 FTE)	\$30,000	\$0	\$30,000
4	Evaluator	\$75,000	\$60,000	\$15,000
5	Total – staff	\$330,469	\$280,469	\$50,000
6	Supplies & Services	\$29,531	\$19,531	\$10,000
7	Total Program Cost	\$360,000	\$300,000	\$60,000

CURRENT SITUATION

On August 26, 2013, the Kellogg Foundation announced a call for Letters of Interest for proposals to address the needs of vulnerable children through concerted family engagement strategies.

On September 24, 2013, the City submitted a Letter of Interest to the Kellogg Foundation, and the funder has indicated that the City will be notified of invitation to apply by the end of November 2013 and applications will be due by the end of January 2014.

The 2020 Vision for Berkeley’s Children and Youth is a city-wide initiative to end the racial predictability of academic achievement and one of the primary goals is to increase the rates of Kindergarten Readiness among Berkeley children

Using the success of the City’s First Five program at the City’s community centers, the City’s 2020 Vision staff will propose a new program to develop and support a coordinated and culturally relevant service, support and educational network for children ages 0-8 and their families.

The proposed program, Building Blocks for Bridging Berkeley’s Achievement gap, aims to increase the quality and effectiveness of the many programs and services currently offered to families with young children. The proposal aims to do the following:

1. **Improve Quality of Early Care and Family Engagement:** To improve the quality of early care experiences, funding would be used to provide trainings to social service and childcare providers that would support and enhance their family engagement strategies.
2. **Increase Alignment of Standards, Curriculum, Assessments and Community Messaging:** Quarterly symposia would be held for providers, parents and K-3 grade teachers to focus on different themes related to healthy child development.
3. **Create a one-stop shop:** Funding would support the development and staffing of a one stop shop for parents of young children at one of our community centers to provides information about city services, childcare and preparing for Kindergarten.

The Family Engagement Grant from W.K. Kellogg Foundation would enhance the effectiveness of existing programs that serve our most vulnerable children by improving the following: a smoother transition from preschool to Kindergarten; increased culturally and linguistically responsive services; improved family engagement; greater understanding by all of what Kindergarten Readiness means for Berkeley; decreased racial/ethnic inequities in education; greater coordination and communication around pre-K and grades K-3 curriculum and assessments among early care providers and parents; and centralized support service referrals for parents of young children

The proposed program builds on the success of the City's First Five program of 2010 and 2011, and will be the first new program created by the 2020 Vision Initiative. Council must authorize this grant application and any resulting grant contract and expenditures.

BACKGROUND

2020 Vision for Berkeley's Children and Youth is a multi-agency initiative aimed at closing the academic achievement gap that exists in Berkeley public schools. On June 24, 2008, Council adopted a Resolution authorizing the City Manager to develop plans and models for internal and cross-jurisdictional collaboration to remove barriers to learning and to promote healthy development for all Berkeley children and youth (Resolution No. 64,113-N.S.). One of the goals for 2020 Vision is to increase rates of Kindergarten Readiness among Berkeley children.

RATIONALE FOR RECOMMENDATION

This grant will support the 2020 Vision goal of supporting children and families in preparing for Kindergarten and increase the effectiveness of family engagement strategies.

ALTERNATIVE ACTIONS CONSIDERED

None

CONTACT PERSON

Tanya Moore, Youth Services Coordinator, 981-6705

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

GRANT APPLICATION: W.K. KELLOGG FOUNDATION FOR A FAMILY
ENGAGEMENT GRANT

WHEREAS, the 2020 Vision for Berkeley's Children and Youth is a city-wide initiative to end the racial predictability of academic achievement and one of the primary goals is to increase the rates of Kindergarten Readiness among Berkeley children; and

WHEREAS, on August 26, 2013, the Kellogg Foundation announced a call for Letters of Interest for proposals to address the needs of vulnerable children through concerted family engagement strategies; and

WHEREAS, on September 24, 2013, the City submitted a Letter of Interest to the Kellogg Foundation, and the funder has indicated that the City will be notified of invitation to apply by the end of November 2013 and applications will be due by the end of January 2014; and

WHEREAS, using the success of the City's First Five program at the City's community centers, the City's 2020 Vision staff will propose a new program to develop and support a coordinated and culturally relevant service, support and educational network for children ages 0-8 and their families; and

WHEREAS, the total amount for the proposed Building Blocks to Bridge Berkeley's Achievement Gap Program is \$360,000 over 3 years. The grant requires a 20% cash match. Funding in the amount of \$300,000 would be provided by the Kellogg Foundation Family Engagement Grant and the remaining \$60,000 is available in the Parks Department's General Fund (010-5801-450-30-38). The grant funding cycle is for three years, from July 1, 2014 through June 30, 2017. CMS No. QZ1HS.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to submit a grant application to the W.K. Kellogg Foundation for a Family Engagement Grant in the amount of \$300,000; to accept the grant; to execute any resultant revenue agreements and amendments; and authorizing the implementation of the projects and appropriation of funding for related expenses, subject to securing the grant, and authorizing \$60,000 in General Funds as match. A record signature copy of said agreements and any amendments to be on file in the Office of the City Clerk.